

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO.

255746

1. THE NAME OF THE CANDIDATE IS: Barack Obama
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President of the US in
the Primary Election, General Election, or Special Election.

3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Obama For America

4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Martin Nesbitt

5. THE CONTACT PERSON FOR THE PURCHASER IS:

Katie Keuleman

Name

3050 K ST NW WASH DC 20007

Address

202 338-8700

Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

Martin Nesbitt - Treasurer

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Print Date 08/02/12 Page 1 of 3

Flight Dates 08/04/12-08/17/12

<u>Contract / Revision</u>	255746 /	<u>Product</u>	<u>Order Sep</u>	00:15:00	
<u>Original Date / Revision</u>		<u>Agency Com</u>	<u>Estimate #</u>	1549	
08/02/12	08/02/12	15%	<u>Alt Order #</u>	06261638	
<u>Advertiser</u>	Pol/B Obama/Pres/D	<u>Billing Contact</u>	<u>Billing Type</u>	Cash	
<u>Agency</u>	GMMB	3050 K Street NW Suite 100 Washington, DC 20007	<u>Order Type</u>	GENERAL	
<u>Buying Contact</u>		<u>Billing Cycle</u>	EOM/EOC		
3050 K Street NW Suite 100 Washington, DC 20007		<u>Billing Calendar</u>	BROADCAST		
		<u>Demographic</u>	A35+		
		<u>Rev Codes</u>	AGY	POL	CAND
		<u>Product Codes</u>	PL-Presidential-Democrat		
		<u>Priority</u>	P-2		
		<u>Advertiser Ref</u>			

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 100% Market Value 159700

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTWJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	102	\$135,745.00	\$159,700.00	0.00	07/30/12	08/17/12	102	\$135,745.00	\$159,700.00
Totals	102	\$135,745.00	\$159,700.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
E 1	WPLG	08/06/12	08/17/12	M-F 10a Judge Judy	CM	10-11a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	8	\$4,800.00
				Judge Judy		(10:30 AM-11:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	MTWTF--		5	\$600.00		0.00						
		Week: 08/13/12	08/19/12	MTWTF--		3	\$600.00		0.00						
E 2	WPLG	08/06/12	08/10/12	M-F 11-1135P	CM	11-1135P	MTWTF--	:30	1	\$3,700.00	P-2	0.00	NM	1	\$3,700.00
				M-F 11-1135P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	MTWTF--		1	\$3,700.00		0.00						
E 3	WPLG	08/06/12	08/17/12	M-F 11a The View	CM	11-12n	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
				M-F The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	MTWTF--		4	\$1,000.00		0.00						
		Week: 08/13/12	08/19/12	MTWTF--		4	\$1,000.00		0.00						
E 4	WPLG	08/06/12	08/17/12	M-F 12n News	CM	12-1PM	MTWTF---	:30	5	\$600.00	P-2	0.00	NM	10	\$6,000.00
				M-F LCL 10 News @ No		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Print Date: 08/02/12

Page 2 of 3

Contract / Revision **255746** Flight Dates **08/04/12-08/17/12**

Hiatus Dates

Original Date / Revision 08/02/12 / 08/02/12

Order Sep 00:15:00

Advertiser Pol/B Obama/Pres/D

Product OBAMA SCHED C

Estimate # 1549



WPLG

Print Date: 08/02/12

Page 3 of 3

Contract / Revision 255746 Flight Dates 08/04/12-08/17/12Hiatus DatesOriginal Date / Revision 08/02/12/ 08/02/12Order Sep 00:15:00Advertiser Pol/B Obama/Pres/DProduct OBAMA SCHED CEstimate # 1549

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 14	WPLG	08/04/12	08/11/12	9AM-Sat LCL 10 News	CM	9-10:30am	-----1-	:30	1	\$1,000.00	P-2	0.00	NM		2	\$2,000.00
Local 10 News Saturd (10:00 AM-10:30 AM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1-		1	\$1,000.00	0.00										
Week: 08/06/12	08/12/12	-----1-		1	\$1,000.00	0.00										
E 15	WPLG	08/04/12	08/04/12	6AM-Sat LCL 10 News	CM	6-7am	-----1-	:30	1	\$600.00	P-2	0.00	NM		1	\$600.00
Local 10 News Sat @ (6:30 AM-7:00 AM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1-		1	\$600.00	0.00										
E 16	WPLG	08/04/12	08/11/12	7AM-Sat LCL 10 News	CM	7-8am	-----1-	:30	1	\$1,000.00	P-2	0.00	NM		2	\$2,000.00
Local 10 News Sat @ (7:30 AM-8:00 AM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1-		1	\$1,000.00	0.00										
Week: 08/06/12	08/12/12	-----1-		1	\$1,000.00	0.00										
E 17	WPLG	08/05/12	08/12/12	SUN 11-1130P	CM	11-1135P	-----1	:30	1	\$3,000.00	P-2	0.00	NM		2	\$6,000.00
SUN 11-1135P (11:00 PM-11:35 PM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1		1	\$3,000.00	0.00										
Week: 08/06/12	08/12/12	-----1		1	\$3,000.00	0.00										
E 18	WPLG	08/05/12	08/12/12	Su 8-9p	CM	8-9p	-----1	:30	1	\$7,000.00	P-2	0.00	NM		2	\$14,000.00
Secret Millionaire (8:00 PM-9:00 PM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1		1	\$7,000.00	0.00										
Week: 08/06/12	08/12/12	-----1		1	\$7,000.00	0.00										
E 19	WPLG	08/05/12	08/12/12	Su 9-10p	CM	9-11pm	-----5	:30	2	\$6,000.00	P-2	0.00	NM		3	\$18,000.00
Extreme Makeover: We																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----2		2	\$6,000.00	0.00										
Week: 08/06/12	08/12/12	-----1		1	\$6,000.00	0.00										
E 20	WPLG	08/05/12	08/12/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$700.00	P-2	0.00	NM		2	\$1,400.00
9a-Sun LCL 10 News (9:00 AM-9:30 AM)																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 07/30/12	08/05/12	-----1		1	\$700.00	0.00										
Week: 08/06/12	08/12/12	-----1		1	\$700.00	0.00										

Totals 102\$159,700.00